

Rep Order# 9797214 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/17/2012 12:57 PM
Last Received: 08/17/2012 12:44 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NAM
Estimate# *WEEKLY*
Buyer RANDI LEVINE *PERIODIC*
Phone# *PERIODIC*
Fax# *PERIODIC*

Agency () TARGET ENTERPRISES
15260 VENTURA BLVD., SUITE 1240
SHERMAN OAKS, CA 91403
Agency C/P1/P2/E
Flight Dates 08/20/2012 - 09/05/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

--- CONTRACT COMMENT ---

NATIONAL ASSOCIATION OF MANUFACTURERS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. STARTS THIS MONDAY. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	10P-11P		:30	\$1,800.00	08/25-09/01	1	2	2	\$3,600.00	
Rating: 7.8												
Buyline Comment: 48 HOURS MYSTERY												
	2	SU	10P-11P		:30	\$3,000.00	08/26-09/02	1	2	2	\$6,000.00	
Rating: 10.7												
Buyline Comment: MENTALIST												
	3	M-F	11P-1135P		:30	\$1,800.00	08/20-08/31	3	2	6	\$10,800.00	
Rating: 11.2												
Buyline Comment: NEWS												
	4	TU-W	11P-1135P		:30	\$1,800.00	09/04-09/05	1	1	1	\$1,800.00	
Rating: 11.2												
Buyline Comment: NEWS												
	5	SU	9A-1030A		:30	\$1,500.00	08/26-09/02	1	2	2	\$3,000.00	
Rating: 5.2												
Buyline Comment: SUNDAY MORNING CBS												

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---REPORT TOTALS---

Report Totals: 13 / \$25,200.00

---SALES MONTHLY TOTALS---

Aug 12: 6 / \$11,700.00 Sep 12: 7 / \$13,500.00

Sales Totals: 13 / \$25,200.00

Station Totals: 13 / \$25,200.00

Lines not sent/rclid/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$84,000	CABL	0%	EKRC	0%	UNKN	70%	WBQC	0%	WCPC	0%
		WKRC	30%	WLWT	0%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

ESTIMATED SHARE. UPDATED TO FOLLOW.

Books JUL11, MAY12
Demos RA55+

Spot Manager: All, 08/20/12-09/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: National Assoc of Manufacturers												
Agency: Target Enterprises												
Station: WKRC-TV												
Order: 50353												
Line: 1												
08/25/12	Saturday		:30	\$1,800.00		Sat Reg 3		10:00 PM-11:00 PM	NAM	P-3	1	MLA
09/01/12	Saturday		:30	\$1,800.00		Sat Reg 3		10:00 PM-11:00 PM	NAM	P-3	2	MLA
												2
Line: 2												
08/26/12	Sunday		:30	\$3,000.00		Sun Reg 4		10:00 PM-11:00 PM	NAM	P-2	1	MLA
09/02/12	Sunday		:30	\$3,000.00		Sun Reg 4		10:00 PM-11:00 PM	NAM	P-2	2	MLA
												2
Line: 3												
08/20/12	Monday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	1	MLA
08/21/12	Tuesday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	2	MLA
08/22/12	Wednesday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	3	MLA
08/27/12	Monday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	6	MLA
08/30/12	Thursday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	5	MLA
08/31/12	Friday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	4	MLA
												6
Line: 4												
09/05/12	Wednesday		:30	\$1,800.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM		NAM	P-2	1	MLA
												1
Line: 5												
08/26/12	Sunday		:30	\$1,500.00		CBS Sun Morning		9:00 AM-10:30 AM	NAM	P-1	1	MLA
09/02/12	Sunday		:30	\$1,500.00		CBS Sun Morning		9:00 AM-10:30 AM	NAM	P-1	2	MLA
												2
												13
												13
												13
												13
												13

[Filtered by:] [Sorted by: Station]